

Usage Guidelines

THE AMD PHENOM™ PROCESSOR FAMILY



The AMD Phenom™ Processor Family

Usage Guidelines

THE AMD PHENOM™ PROCESSOR FAMILY

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The AMD Phenom™ Processor Family

PROCESSOR BRAND METHODOLOGY

It is imperative that the integrity of the AMD-endorsed product brand name be maintained. Therefore, a scalable system based on application and reproduction opportunities and limitations has been created.

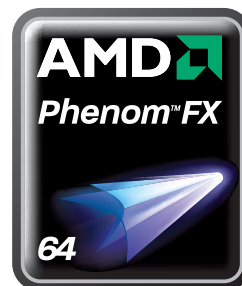
This system ensures alignment with the following AMD brand management objectives:

- Consistency to build the brand through repetitive impressions
- Simplicity in the system approach to ensure effectiveness and efficiency
- Flexibility to provide solutions for every brand application opportunity
- Legibility to maximize recognition and readability
- Reproducibility to maintain integrity of brand and quality of reproduction

The Ultimate Visual Experience™

The dimensionality of the AMD Phenom™ processor logos reflect the AMD commitment to a dynamic environment and leadership in delivering The Ultimate Visual Experience™. The alternative to the dimensional processor logo is a simplified logotype solution, created to provide a scalable, one- to two-color solution for small-space form factor environments or limited manufacturing techniques, such as laser engraving and embroidery.

For more information or prototypical merchandising guidelines for AMD processor lockup applications, contact your AMD brand manager.



AMD Phenom™ FX processor logo



AMD Phenom™ FX processor lockup – stacked



AMD Phenom™ FX processor lockup – horizontal



The AMD Phenom™ Processor Family

AMD PHENOM™ PROCESSOR FAMILY LOGOS

The following information addresses the correct treatment of the two AMD Phenom™ processor logos for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. For purposes of illustration in this document, the AMD Phenom™ FX processor logo will be used.

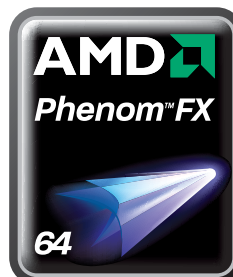
General Guidelines

The AMD Phenom™ processor logos may only be used in connection with the promotion of the corresponding AMD Phenom™ processor and not for other goods and/or services. There are two versions of each of the AMD Phenom™ processor logos—color and grayscale. Do not modify or re-create an AMD Phenom™ processor logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring any logo from the AMD Phenom™ processor family:

AMD, the AMD Arrow symbol, AMD Phenom, and combinations thereof are trademarks of Advanced Micro Devices, Inc.

Follow the more detailed rules set forth in the Trademark Usage Guidelines for the AMD Phenom™ processor and the AMD Phenom™ FX processor when referenced in text.



Color



Grayscale

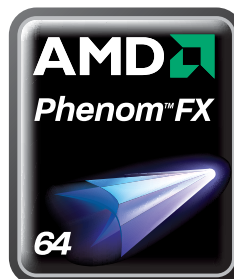


The AMD Phenom™ Processor Family

AMD PHENOM™ PROCESSOR FAMILY LOGOS (CONT.)

Each of the AMD Phenom™ processor logos consist of the AMD brandmark, the AMD Phenom™ processor logotype, the AMD Phenom™ processor icon, and a 64-bit feature identifier, all positioned within a black enclosure. There are two versions of each of the AMD Phenom™ processor logos — color and grayscale. The color version is available in both CMYK and spot color.

Only the AMD Phenom™ FX processor logo is shown. However, the guidelines also apply to the AMD Phenom™ processor logo.



Color



Grayscale



Color logo
over a color background

Grayscale logo
over a color-neutral background



Color logo over color photography



Grayscale logo over black-and-white photography



The AMD Phenom™ Processor Family

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #	Processor	Media (E = Electronic, P = Print)		File Format
43706-B	PHE	Logo	St	P_Sp.eps
			(St = Stacked, Hz = Horizontal)	
			Color Mode	
			(4C = Process, RGB = On screen,	
			Sp = Spot, Wht = White, Blk = Black)	

Listed below are the available formats of the AMD Phenom™ processor logo.

43706-B_PHE_Logo_P_4C.eps

Four-color (CMYK) process version for traditional printing

43706-B_PHE_Logo_P_Sp.eps

Spot-color version for specialized printing e.g. screen printing

43706-B_PHE_Logo_P_Gs.eps

Grayscale version for limited color printing

43706-B_PHE_Logo_E_RGB.eps

RGB version for online or multimedia use

43706-B_PHE_Logo_L_E_RGB.png

Large version for use in presentations e.g. PowerPoint

43706-B_PHE_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



Color



Grayscale

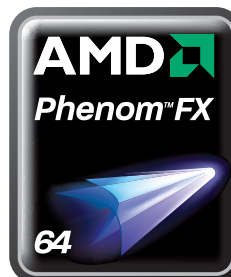


The AMD Phenom™ Processor Family

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #	Processor	Media (E = Electronic, P = Print)	
43707-B_PHEFX_Logo_E_RGB.eps			File Format
			Color Mode
			(4C = Process, RGB = On screen,
			Sp = Spot, Wht = White, Blk = Black)



Color



Grayscale

Listed below are the available formats of the AMD Phenom™ FX processor logo.

43707-B_PHEFX_Logo_P_4C.eps

Four-color (CMYK) process version for traditional printing

43707-B_PHEFX_Logo_P_Sp.eps

Spot-color version for specialized printing e.g. screen printing

43707-B_PHEFX_Logo_P_Gs.eps

Grayscale version for limited color printing

43707-B_PHEFX_Logo_E_RGB.eps

RGB version for online or multimedia use

43707-B_PHEFX_Logo_L_E_RGB.png

Large version for use in presentations e.g. PowerPoint

43707-B_PHEFX_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



The AMD Phenom™ Processor Family

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

For purposes of illustration, only an AMD Phenom™ FX processor logo is shown here. However, the same clear space and minimum size requirements apply for the AMD Phenom™ processor logo.

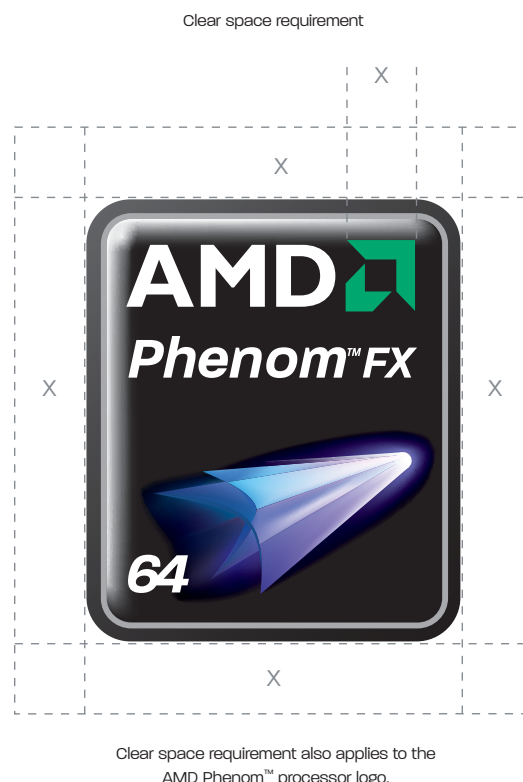
An AMD Phenom™ processor logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow symbol. This is illustrated in the example on the right.

Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

For print applications, the minimum size requirement for an AMD Phenom™ processor logo is .75" (19.05 mm) wide.

For electronic applications, the minimum size requirement for an AMD Phenom™ processor logo is 70 pixels wide.

For use in applications where there are challenges related to scale, format, media, or reproduction, an AMD processor lockup is available. General lockup usage guidelines are also included in this document.



Minimum size requirement



Minimum size requirement also applies to the AMD Phenom™ processor logo.

*When sizing the logo up or down, always include the white holding shape in the measurement.



The AMD Phenom™ Processor Family

COLOR REQUIREMENTS

The color diagram to the right identifies the color of each element of an AMD Phenom™ processor logo. Provided below is a color list that will assist in the correct reproduction of an AMD Phenom™ processor logo in the most commonly used media formats.

Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

AMD Green = PANTONE 347 C

Black = Rich Black (4CP = C50 M50 Y50 K100)

White = K0

Multi-color = CMYK Build

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

Black = Rich Black (4CP = C50 M50 Y50 K100)

White = K0

Multi-color = CMYK Build

RGB

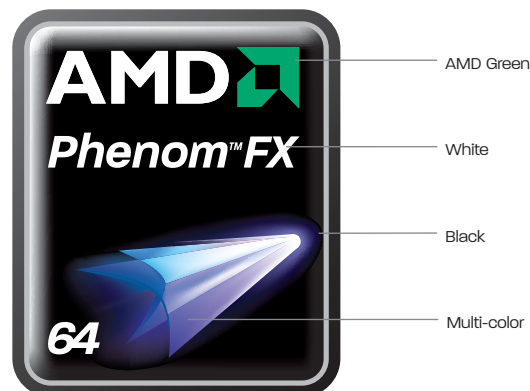
(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

AMD Green = R0 G153 B102

Black = R0 G0 B0

White = R255 G255 B255

Multi-color = RGB Build



The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



The AMD Phenom™ Processor Family

INCORRECT USAGE

The examples on the right illustrate some common misuses of an AMD Phenom™ processor logo. Always use the authorized electronic logo artwork provided by Advanced Micro Devices, Inc.



DO NOT distort an AMD Phenom™ processor logo in any way



DO NOT create other versions of an AMD Phenom™ processor logo



DO NOT create spot-color versions of an AMD Phenom™ processor logo



DO NOT use just an AMD Phenom™ processor icon



DO NOT alter the color of an AMD Phenom™ processor logo



DO NOT add elements to an AMD Phenom™ processor logo



DO NOT remove the white holding shape behind an AMD Phenom™ processor logo

DO NOT position the logo over a busy or inappropriate area of a photographic background

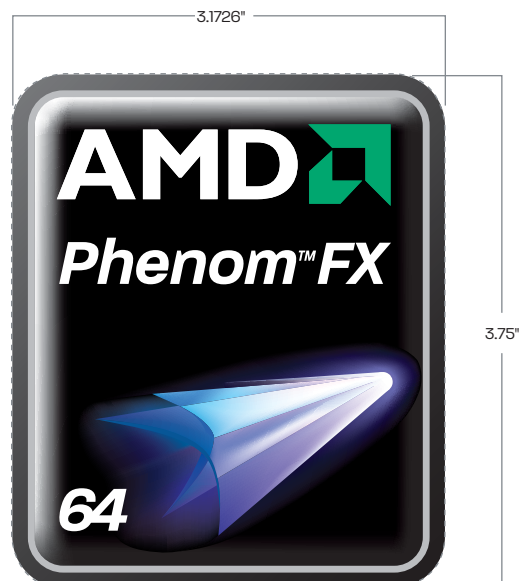


The AMD Phenom™ Processor Family

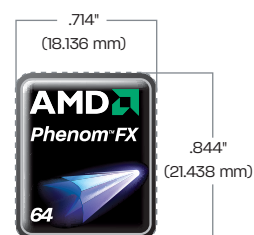
CARTON AND BEZEL LABEL GUIDELINES

The examples here show the required dimensions for a carton label and a bezel label. Any questions regarding carton and bezel labels should be addressed by a product brand manager.

Carton and bezel labels are available for each of the AMD Phenom™ processors.



Carton
3.1726" wide x 3.75" tall



Bezel
.714" (18.136 mm) wide x .844" (21.438 mm) tall



The AMD Phenom™ Processor Family

AMD PHENOM™ PROCESSOR LOCKUPS FOR UNIQUE APPLICATIONS

Whenever possible, the appropriate AMD Phenom™ processor logo should be used in all advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

In those unique instances when scale, format, media, or reproduction requirements preclude the use of the processor logo, a processor lockup may be used. This scalable system enables easy application for small-space form factor environments and limited manufacturing techniques, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

A processor lockup is available for the AMD Phenom™ processor and the AMD Phenom™ FX processor. For illustration purposes, only the AMD Phenom™ FX processor lockup is shown.

For guidelines on using a processor lockup on merchandise, contact your brand manager.

General Guidelines

The AMD Phenom™ processor lockup or the AMD Phenom™ FX processor lockup may only be used in connection with the promotion of the corresponding AMD processor and not for other goods and/or services. There are two versions of each of the AMD processor lockups as shown on this page — stacked and horizontal. Each is provided in color, and black and white. Do not modify or re-create an AMD processor lockup under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution should be used when featuring an AMD Phenom™ processor lockup or an AMD Phenom™ FX processor lockup:

AMD, the AMD Arrow symbol, AMD Phenom, and combinations thereof are trademarks of Advanced Micro Devices, Inc.

AMD
Phenom™ FX

Stacked, spot-color

AMD
Phenom™ FX

Stacked, black

AMD **Phenom™ FX**

Horizontal, spot-color

AMD **Phenom™ FX**

Horizontal, black



The AMD Phenom™ Processor Family

AMD PHENOM™ PROCESSOR LOCKUPS FOR UNIQUE APPLICATIONS (CONT.)

AMD processor lockups consist of the AMD brandmark and the logotype. For each AMD processor lockup there are two variations—color, and black and white. The color version is available in both CMYK and spot color.

The AMD processor lockups are for exceptional use only. Whenever possible, the appropriate AMD processor logo should be used.

Only the AMD Phenom™ FX processor lockup is shown. However, the guidelines also apply to the AMD Phenom™ processor lockup.



Stacked, spot-color



Stacked, black



Stacked, spot-color, reversed



Stacked, white



Horizontal, spot-color



Horizontal, black



Horizontal, spot-color, reversed



Horizontal, white



Stacked, white lockup
on a color background



Stacked, black lockup
on a color-neutral background



Horizontal, white lockup
on a color background



Horizontal, black lockup
on a color-neutral background



The AMD Phenom™ Processor Family

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. # Processor Stacked Media (E = Electronic, P = Print)

▼ ▼ ▼ ▼

43836-A_PHE_Lckp_St_E_RGB.eps File Format

▲

Color Mode
(4C = Process, RGB = On screen,
Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the stacked AMD Phenom™ processor lockup.

Stacked Format

43836-A_PHE_Lckp_St_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43836-A_PHE_Lckp_St_P_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43836-A_PHE_Lckp_St_P_4C.eps

Four-color (CMYK) process version for traditional printing

43836-A_PHE_Lckp_St_P_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43836-A_PHE_Lckp_St_P_BlK.eps

Black version for limited color printing

43836-A_PHE_Lckp_St_P_Wht.eps

White version for limited color printing

43836-A_PHE_Lckp_St_E_RGB.eps

RGB version for online or multimedia use



Stacked, spot-color



Stacked, black

43836-A_PHE_Lckp_St_E_RGBBr.eps

Reversed RGB version for online or multimedia use

43836-A_PHE_Lckp_St_E_BlK.eps

Black version for online or multimedia use

43836-A_PHE_Lckp_St_E_Wht.eps

White version for online or multimedia use

43836-A_PHE_Lckp_St_E_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43836-A_PHE_Lckp_St_E_RGBBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43836-A_PHE_Lckp_St_E_BlK.png

Small black version for use in presentations, e.g. PowerPoint

43836-A_PHE_Lckp_St_E_Wht.png

Small white version for use in presentations, e.g. PowerPoint



The AMD Phenom™ Processor Family

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. # Processor Stacked Media (E = Electronic, P = Print)

▼ ▼ ▼ ▼

43836-A_PHE_Lckp_Hz_P_SpR.eps File Format

▲

Color Mode
(4C = Process, RGB = On screen,
Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the horizontal AMD Phenom™ processor lockup.

Horizontal Format

43836-A_PHE_Lckp_Hz_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43836-A_PHE_Lckp_Hz_P_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43836-A_PHE_Lckp_Hz_P_4C.eps

Four-color (CMYK) process version for traditional printing

43836-A_PHE_Lckp_Hz_P_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43836-A_PHE_Lckp_Hz_P_BlK.eps

Black version for limited color printing

43836-A_PHE_Lckp_Hz_P_Wht.eps

White version for limited color printing

43836-A_PHE_Lckp_Hz_E_RGB.eps

RGB version for online or multimedia use

AMD Phenom™

Horizontal, spot-color

AMD Phenom™

Horizontal, black

43836-A_PHE_Lckp_Hz_E_RGBr.eps

Reversed RGB version for online or multimedia use

43836-A_PHE_Lckp_Hz_E_BlK.eps

Black version for online or multimedia use

43836-A_PHE_Lckp_Hz_E_Wht.eps

White version for online or multimedia use

43836-A_PHE_Lckp_Hz_E_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43836-A_PHE_Lckp_Hz_E_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43836-A_PHE_Lckp_Hz_E_BlK.png

Small black version for use in presentations, e.g. PowerPoint

43836-A_PHE_Lckp_Hz_E_Wht.png

Small white version for use in presentations, e.g. PowerPoint



The AMD Phenom™ Processor Family

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #	Processor	Stacked	Media (E = Electronic, P = Print)	
▼	▼	▼	▼	
43837-A_PHEFX_Lckp_St_E_RGB.eps				File Format
		▲		
				Color Mode
				(4C = Process, RGB = On screen,
				Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the stacked AMD Phenom™ FX processor lockup.

Stacked Format

43837-A_PHEFX_Lckp_St_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43837-A_PHEFX_Lckp_St_P_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43837-A_PHEFX_Lckp_St_P_4C.eps

Four-color (CMYK) process version for traditional printing

43837-A_PHEFX_Lckp_St_P_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43837-A_PHEFX_Lckp_St_P_BlK.eps

Black version for limited color printing

43837-A_PHEFX_Lckp_St_P_Wht.eps

White version for limited color printing

43837-A_PHEFX_Lckp_St_E_RGB.eps

RGB version for online or multimedia use



Phenom™FX

Stacked, spot-color



Phenom™FX

Stacked, black

43837-A_PHEFX_Lckp_St_E_RGBr.eps

Reversed RGB version for online or multimedia use

43837-A_PHEFX_Lckp_St_E_BlK.eps

Black version for online or multimedia use

43837-A_PHEFX_Lckp_St_E_Wht.eps

White version for online or multimedia use

43837-A_PHEFX_Lckp_St_E_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43837-A_PHEFX_Lckp_St_E_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43837-A_PHEFX_Lckp_St_E_BlK.png

Small black version for use in presentations, e.g. PowerPoint

43837-A_PHEFX_Lckp_St_E_Wht.png

Small white version for use in presentations, e.g. PowerPoint



The AMD Phenom™ Processor Family

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. # Processor Horizontal Media (E = Electronic, P = Print)

▼ ▼ ▼ ▼

43837-A_PHEFX_Lckp_Hz_E_RGB.png File Format

▲

Color Mode
(4C = Process, RGB = On screen,
Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the horizontal AMD Phenom™ FX processor lockup.

Horizontal Format

43837-A_PHEFX_Lckp_Hz_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43837-A_PHEFX_Lckp_Hz_P_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43837-A_PHEFX_Lckp_Hz_P_4C.eps

Four-color (CMYK) process version for traditional printing

43837-A_PHEFX_Lckp_Hz_P_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43837-A_PHEFX_Lckp_Hz_P_BlK.eps

Black version for limited color printing

43837-A_PHEFX_Lckp_Hz_P_Wht.eps

White version for limited color printing

43837-A_PHEFX_Lckp_Hz_E_RGB.eps

RGB version for online or multimedia use

AMD Phenom™ FX AMD Phenom™ FX

Horizontal, spot-color

Horizontal, black

43837-A_PHEFX_Lckp_Hz_E_RGBr.eps

Reversed RGB version for online or multimedia use

43837-A_PHEFX_Lckp_Hz_E_BlK.eps

Black version for online or multimedia use

43837-A_PHEFX_Lckp_Hz_E_Wht.eps

White version for online or multimedia use

43837-A_PHEFX_Lckp_Hz_E_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43837-A_PHEFX_Lckp_Hz_E_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43837-A_PHEFX_Lckp_Hz_E_BlK.png

Small black version for use in presentations, e.g. PowerPoint

43837-A_PHEFX_Lckp_Hz_E_Wht.png

Small white version for use in presentations, e.g. PowerPoint



The AMD Phenom™ Processor Family

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

For purposes of illustration, only an AMD Phenom™ FX processor lockup is shown here. However, the same clear space and minimum size requirements apply for the AMD Phenom™ processor lockup.

AMD processor lockups are most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagrams to the right, must surround the processor lockup in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow logo. This is illustrated in the examples on the right.

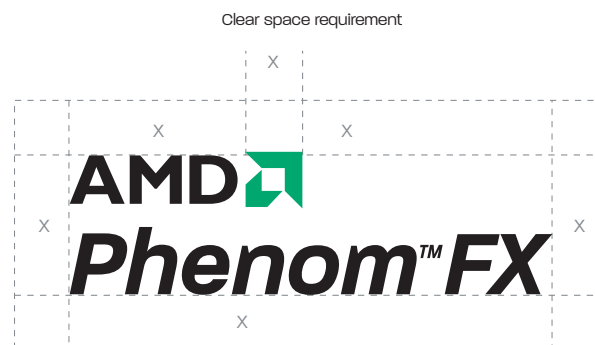
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Minimum size

The minimum size requirement for the stacked AMD Phenom™ processor lockup is .225" (5.715 mm) tall.

The minimum size requirement for the horizontal AMD Phenom™ processor lockup is .125" (3.175 mm) tall.

For electronic applications, the minimum size requirement for the AMD Phenom™ processor lockup is 70 pixels wide.

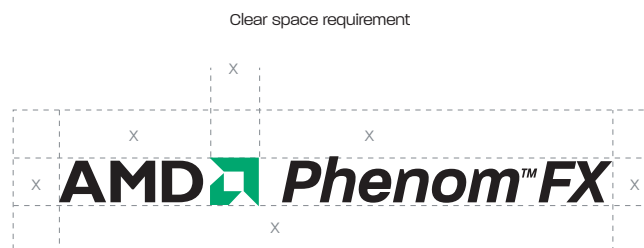


Clear space requirement also applies to the AMD Phenom™ processor lockup.

Minimum size requirement for the stacked processor lockup

.225"	5.715 mm	AMD  Phenom™FX
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Minimum size requirement also applies to the AMD Phenom™ processor lockup.



Minimum size requirement for the horizontal processor lockup

.125"	3.175 mm	AMD  Phenom™FX
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Minimum size requirement also applies to the AMD Phenom™ processor lockup.



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COLOR REQUIREMENTS

The color diagrams to the right identify the color of each element of the AMD Phenom™ processor lockups. Provided below is a color list that will assist in the correct reproduction of the AMD Phenom™ processor lockups in the most commonly used media formats.

Spot Color

AMD Green = PANTONE 347 C

Black = K100

CMYK

AMD Green = C100 M0 Y79 K0

Black = K100

RGB

AMD Green = R0 G153 B102

Black = R0 G0 B0

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



The AMD Phenom™ Processor Family

INCORRECT USAGE

The examples on the right illustrate common misuse of an AMD processor lockup. Always use the artwork provided by Advanced Micro Devices, Inc.

Only AMD Phenom™ FX processor lockups are shown. However, the guidelines also apply to AMD Phenom™ processor lockups.



DO NOT distort an AMD processor lockup in any way



DO NOT change the proportions of an AMD processor lockup



DO NOT create spot-color versions of an AMD processor lockup



DO NOT create borders around an AMD processor lockup



DO NOT alter the color of an AMD processor lockup



DO NOT add elements to an AMD processor lockup



DO NOT place an AMD processor lockup on top of a photo

These examples apply to the horizontal lockups as well.

